IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
Matthew K. GRACIE et al.	)	Group Art Unit: 3623
	)	
Application Number: 10/735,018	)	Examiner: C. Michelle Colon
	)	
Filed: December 12, 2003	)	Confirmation No.: 2322

For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER
IDENTIFICATION PROGRAM**

RESPONSE TRANSMITTAL LETTER

MAIL STOP AMENDMENT
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Enclosed is an Amendment and Response, including Replacement Figures 6, 7 and 8, to

the Office Action dated December 19, 2006 in connection with the above-identified patent

application.

[ ]   A petition for a One-Month Extension of Time is also enclosed.

[ ]   A Request for Entry and Consideration of Submission under 37 C.F.R.
        § 1.129(a) is also enclosed.

[X]   No additional claim fee is required.

[ ]   An additional claim fee is required, and is calculated as shown below:

CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	53	Minus 53 =	0	x $50.00 =	$0
Independent Claims	5	Minus 5 =		x $200.00 =	$0
If Amendment adds multiple dependent claims, add $260.00					n/a
Total Amendment Fee					$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					$0
TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT					$0

[ ]   Charge $_____ to Deposit Account No. 08-3436 for the fee due.

[ ]   Check No. _____ in the amount of $0 is enclosed for the fee due.

[ ]   A Certificate of Mailing Under 37 C.F.R. §1.8.

[ ]   Self-addressed stamped postcard.

[X]   The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: March 14, 2007   Respectfully submitted,

By:_____

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2